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A FLAGSHIP EVENT OF HONG KONG DESIGN CENTRE
PARTNER COUNTRY 2008 – THE NETHERLANDS

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HKDC Annual Awards 2008 Honour Influential Business Leaders, Chinese Designers and Young Talent

- *Hong Kong film animator and director Raman Hui named World's Outstanding Chinese Designer 2008*
- *Chairman of Lenovo, Yang Yuan-qing, wins Design Leadership Award 2008*
- *9 emerging designers join the Hong Kong Young Design Talent Awards community*

Hong Kong, 12 December 2008 – Hong Kong Design Centre (HKDC) today announced the winners of the HKDC Awards 2008 including the much-anticipated World's Outstanding Chinese Designer (WOCD) Award, the Design Leadership Award (DLA) and the Young Design Talent Awards (YDTA). The winners will be acknowledged at tonight's HKDC Annual Award Gala Dinner.

World's Outstanding Chinese Designer Award

Film Director, animator and PDI/DreamWorks veteran Raman Hui has been named the World's Outstanding Chinese Designer 2008 in recognition of his success in the on-screen animation industry. Hui has become one of the major forces at PDI/DreamWorks responsible for guiding the animation team, from commercials and shorts to feature films including "Antz," "Shrek," "Shrek 4D," "Shrek 2," "Father of the Pride" and most recently co-directing "Shrek the Third" as well as directing the Kung Fu Panda animated short, "Secrets of the Furious Five."

"Raman Hui is a delightful person. Diminutive in stature, he is a creative giant with a wonderful sense of humour, whose vivid imaginative images for major animated films has brought joy, laughter, and occasionally tears, into the lives of millions of people. From his origins in Hong Kong, he has gone out into one of the toughest working environments in the world and has been a huge success. He is a very worthy recipient of the WOCD award," said Professor John Heskett, member of the judging panel.

"It is gratifying to see a young talent promote and broaden his career in different areas such as commercials, shorts and films. With his exquisite computer-animated skills and boundless creativity, Raman Hui created a number of lively and personalised animate characters, which were highly appreciated by audiences of all age groups across the world. The success of DreamWorks' films has made Hui become a leading character director and animator in the field of computer-animation industry," said Professor Kan Tai Keung, WOCD 2004, member of the judging panel.



Design Leadership Award

Yang Yuan-qing, Chairman of Lenovo, has been awarded the Design Leadership Award 2008 for his dedication and achievement in successfully combining design and corporate leadership. Under Yang's leadership, Lenovo was listed as a Fortune 500 company in *Fortune* and topped the rankings of the *Financial Times*' 2007 Top 10 Chinese Global Brands Survey. Yang has been pivotal in Lenovo's conversion to a transnational enterprise, guiding the company to become the International Olympic Committee's worldwide partner in March 2004. In December 2004, when Lenovo acquired IBM's PC Division, Yang emerged onto the world stage as the first Chinese executive to lead the takeover of an iconic Western business. Subsequently, integrating new businesses and different cultures has become one of Lenovo's core competencies.

"Amongst his peers, Yang Yuan-qing has demonstrated himself to be a highly progressive businessman and leader. From very early on, he has bravely guided Lenovo's superlative success through a stance grounded in design and sound business management strategies. His leadership has enabled Lenovo to make obvious the possibilities of utilising design to achieve a competitive edge, even within China and developing markets. From being a strictly China-based firm, Yang has helped cultivate the PC maker into a dynamic brand of global prestige and influence," said Victor Lo, Chairman, Board of Directors, Hong Kong Design Centre, Chairman of the judging panel.

"I first heard of the work of Yang Yuan-qing some fifteen years ago while working in the USA, when a colleague returned from China deeply impressed by the company that was then named Legend. Since that time, the development of design at Lenovo has manifested a constant trajectory of improvement on every level and serves as a powerful example of what design in China can achieve when led by design-strategy characterised by intelligence and dedicated commitment," said Professor John Heskett, member of the judging panel.

Hong Kong Young Design Talent Awards

With the goal of supporting design capability building and the nurturing of talent, this Award recognises and sponsors local designers or design students with outstanding achievements or potential for career development to complete overseas studies or work attachments at reputable design organisations. With the support of the co-organisers and sponsors, including Bright Future Charitable Foundation, Gold Peak Industries (Holdings) Limited, Hong Kong Design Institute, The Hong Kong Polytechnic University, Hong Kong Young Industrialists Council, Innovation and Technology Commission, Vocational Training Council, the Hong Kong Young Design Talent Awards is truly celebrating the achievements of the upcoming design talents.

The nine winners of the Hong Kong Young Design Talent Awards 2008 are:

Name of Winner	Award
Mr NG, Kingsley	DesignSmart Young Design Talent Award
Ms YIP, Gwen	DesignSmart Young Design Talent Award
Mr YEUNG Kit, Kenneth	HKDI Young Design Talent Educational Award
Mr LEUNG, Chin Pong	PolyU School of Design Young Design Talent Educational Award
Mr KAU, Fenris	YIC Young Design Talent Award



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Ms WONG On, Fion	YIC Young Design Talent Award
Mr CHEUNG Wang Fung, Samuel	Gold Peak Product Design Talent Award
Mr O Hing Pong, James	YDTA Special Mention Award
Mr WONG Pui Lun, Pollan	YDTA Special Mention Award

The presentation ceremony will be held at tonight's HKDC Annual Award Gala Dinner where winners will be receiving the awards before an audience of the foremost designers and artists, industry masterminds, educators and design association heads from The Netherlands, Asia and the world. Other awards include Design for Asia (DFA) Award, which was established to recognise projects for commercial and social success through creativity.

In addition to supporting this exclusive design industry event by providing limousine services to the guests, Audi, the sole sponsor of the HKDC Award Gala Dinner, will showcase its concept car A1project quattro and its high-performance sports sedan RS 6 for the first time in Hong Kong at the dinner.

Chong Got, Managing Director of Audi Hong Kong said, "This year, Audi is proud to partner with BODW, which shares our brand's mission to be progressive and innovative. By honouring the best talent and projects from the region, we hope to promote the achievement of the design industry and enhance Hong Kong's position as a design hub in the region."

****For high resolution photos and detailed materials on the winning projects and designers, please visit:***

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About Business of Design Week (BODW)

BODW is one of the most anticipated events in the global design world and its goal is to encourage institutions to unleash the power of design by focusing on the vital relationship and complex interplay between design and business. It has been acclaimed as "one of the world's most unique and compelling design-related programmes." BODW attracts more than 50,000 participants and over 100 of the world's most iconic designers, business leaders and educators to share their success stories, exchange ideas, and network.

About Hong Kong Design Centre (HKDC)

The Hong Kong Design Centre is a non-profit organisation dedicated to helping local designers and businesses realise their full potential, and to encourage, inspire, support and facilitate the best use of design as an instrument for the sustainable competitiveness, economic prosperity and overall well-being of society. We take a leadership role engaging in a proactive dialogue that preaches to government, industry, business partners, educational institutions and private organisations about design as a strategic,



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value-enhancing constituent of business. Towards the wider public audience, we tirelessly seek to inculcate a greater appreciation of the ways design contributes to a better quality of life.

The Hong Kong Federation of Design Associations established the Hong Kong Design Centre in 2001. The founding members of the Federation are Hong Kong Designers Association, Interior Design Association Hong Kong, Hong Kong Fashion Designers Association, and the Chartered Society of Designers.

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